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UNITED STATES

DEPARTMENT OF AGRICULTURE

DEPARTMENT CIRCULAR 399

Washington, D. C.

November, 1926

HOME DEMONSTRATION WORK, 1923¹

OLA POWELL MALCOLM

Field Agent

Office of Cooperative Extension Work

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INTRODUCTION

Wholesome and inspiring results in the improvement of rural home life were obtained by home demonstration agents during the year. Steady progress has also been made toward better, well-rounded community, county, and State programs of work, in the planning and development of which country people themselves have taken an active part. A study of the reports for the year from the 48 States indicates that growth in home demonstration work throughout the country took place along the following lines:

1. A larger number of rural women and girls enrolled in home demonstration clubs for the purpose of undertaking demonstrations in improving and beautifying their homes and home surroundings. Records show that 438,099 home demonstrations were conducted by women and 252,624 by girls under the guidance of home demonstration agents.

2. An increased amount of money appropriated by the States and counties for the support of county home demonstration agents. During the year ended June 30, 1923, \$2,790,419.11 was expended for home demonstration work. This sum was \$389,629.37 more than for 1922, the larger portion of this increase being from county appropriations.

3. Greater interest and cooperation manifested by such organizations as State boards of education, State boards of health, business men's organizations, business women's clubs, State bankers' associations, chambers of com-

¹ Funds for extension work are appropriated for fiscal years ending on June 30, whereas extension agents are required to prepare their annual reports for calendar years. For this reason statements of funds expended are given for the fiscal year ended June 30, 1923, and results of work done for the calendar year ended December 31, 1923. As some time has elapsed since the preparation of the manuscript, later statistics show still further development in the work.

merce, the General Federation of Women's Clubs, Kiwanis, Rotary, Lions, and other civic clubs, and many other welfare organizations. These organizations contributed even more generously than heretofore toward scholarships, trips, prizes, and tours and have financed various enterprises in home industries undertaken by girls and women who were making demonstrations.

4. Increased space given to home demonstration work in the county, State, and national press.

In spite of losses of agents in some sections of the country due to adverse business conditions, 73 more home demonstration agents were employed in 1923 than in 1922. Only a part of the progress, however, is indicated by the number of home demonstration agents employed. Financial and moral support given by public-spirited people generally was increased definitely. Home demonstration work with country women and girls has come to be a very important part of the national extension program. (Fig. 1.) Of the total amount spent yearly for all extension activities the percentage allotted to home demonstration work was increased to meet actual needs as they became apparent. During the fiscal year 1922-23, 15.1 per cent of the total funds was expended for this phase of extension work.

Since the passage in 1914 of the Smith-Lever Act, much thought has been devoted to evolving a practical program of work and to the gradual development of an organization of well-trained, experienced, and devoted women agents to carry on this program.

The first home demonstration agents were employed in 1910. At that time the purposes of the work were to reach the home, to improve living conditions through developing the resources in the country, and to have adopted everywhere improved methods in home making. The vision and philosophy of the founder, Seaman A. Knapp, furnished the fundamental principles and the inspiration which pioneer agents carried through the early demonstrations, making possible a healthy and sturdy growth of this type of extension. In a talk which Doctor Knapp made in 1907 at the State Teachers' Association of South Carolina, where home demonstration clubs with girls were first started, he emphasized the importance of reaching the home and gave something of the scope of the work:

The greatest schools for the human race are our homes and the common schools—not our colleges and universities—greatest in amount and value of the knowledge acquired. A country home, be it ever so plain, with a father and mother of sense and gentle culture, is nature's university, and is more richly endowed for the training of youth than Yale or Harvard.

The farm must be made a place of beauty, so attractive that every passing stranger inquires: "Who lives in that lovely home?" The house is of minor consideration—the gorgeous setting of trees and shrubbery holds the eye.

If much can be done to interest boys in their life work, more can be done for girls. Teach them to mend and sew and cook; how to doctor; how to dress a wound or make a ligature; how to adorn the simple home and make it appear like a palace; how by a simple arrangement the environment of the home can be transformed into a place of beauty. In the United States the art of cooking is mainly a lost art. There are communities where not to be dyspeptic is to be out of fashion. If we could have some lessons on how to live royally on a little, how to nourish the body without poisoning the stomach, and how to balance a ration for economic and healthful results, there would be a hopeful gain in lessening the number of bankrupts by the kitchen route.

The accomplishments of home demonstration work since the beginning of the organization have centered the interest of women and girls in the home in such a way as to benefit all members of the

family. The demonstrations conducted have aided in developing character and in many cases have increased the earning power of the family. Successful demonstrations have aided thousands of girls to continue advanced education, have helped in paying indebted-



FIG. 1.—Home demonstration agents on their way to visit demonstrations carried on by rural women and girls in their homes or to attend group meeting of demonstrators. Home demonstration agents use various modes of travel in their counties, depending on the kind of roads prevailing and the amount of money available for expense. In hilly counties it is even necessary to resort to riding horseback. (Photograph at top furnished by Nevada Extension Service)

ness against farm homes, and have often provided means with which to refurnish and even to build attractive and convenient homes.

These object lessons have attracted attention and have established a reputation for the women and girls among their neighbors in the community to such an extent that the majority of demonstrators had

to continue progressive work in order to maintain this reputation. Creating and developing such pride in work well done in and about the home have helped agents to obtain very successful results easily and quickly and to bring about substantial changes in the lives of many farm families.

Tying the interest to the home has shown in many ways how life on the farm could be made more productive of contentment, thus realizing the highest aims in home demonstration work. (Fig. 2.)

If the home is the fundamental unit of all civilization and if the welfare of every nation depends upon the achievements of its individual citizens, the reasons for the success obtained in home demonstration work can be easily understood. The simple principles upon which home demonstration work has been founded and is advancing

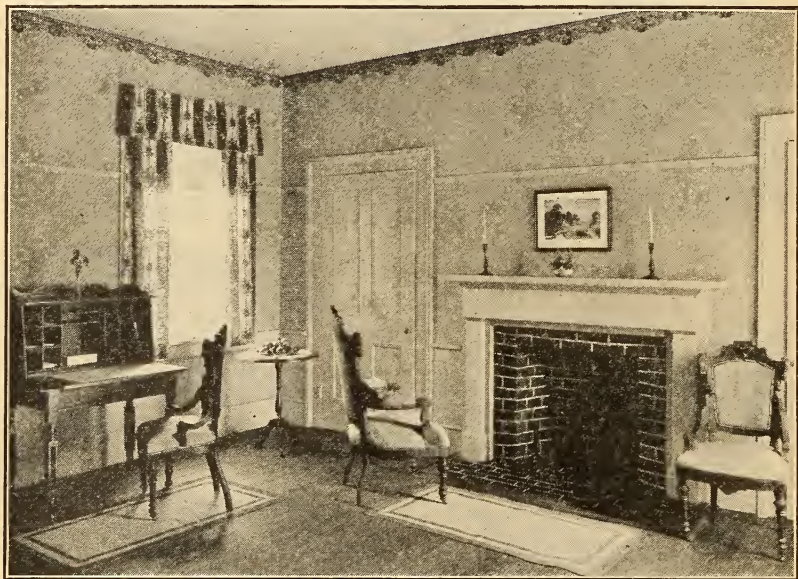


FIG. 2.—A farm living room typical of many homes where conveniences, comfort, and beauty have been obtained in home equipment and furnishings through the efforts of farm women devoted to profitable home industries or enterprises directed by the home demonstration agents

are sound and if such progress continues through another decade the home demonstration work will have succeeded in revolutionizing living conditions and in making rural life more satisfying throughout America.

ORGANIZATION

Home demonstration work is a part of the general cooperative extension work in agriculture and home economics carried on under the Smith-Lever law. The administrative and supervisory force in each State consists of a director, who has charge of all extension activities, and assistants, designated as State agents or leaders or assistant directors, who supervise the main lines of work, including home demonstration work. The State home demonstration agent or leader, usually aided by women district agents or assistant leaders,

supervises extension work in farm homes in the entire State. In many counties, a county home demonstration agent is employed whose field of activity is limited to the county in which she is located. Most of the extension work in farm homes is carried on through the county home demonstration agents.

On December 31, 1923, 1,053 home demonstration agents were employed, namely, 927 county and assistant county home demonstration agents, 80 district and assistant State home demonstration agents, and 46 State home demonstration agents and assistant directors in charge of extension work for women and girls. This includes 107 negro home demonstration agents employed in 13 States, of which 100 were county home demonstration agents, 6 were district agents, and 1 was a State supervisor of negro work with women and girls. Texas led all other States in the number of home demonstration agents employed, having 109 on December 31, 1923; Georgia was second with 87 home demonstration agents; Mississippi, third with 69; and North Carolina, fourth with 64. The number of home demonstration agents in each of the four regional groups of States in 1921, 1922, and 1923 is shown in Table 1.

TABLE 1.—*Number of State and county home demonstration agents employed, 1921—1923*

| Region | Dec. 31— | | |
|---------------------------|------------------|------|-------|
| | 1921 | 1922 | 1923 |
| Eastern States..... | 98 | 144 | 159 |
| Southern States..... | ¹ 637 | 638 | 685 |
| North Central States..... | 106 | 117 | 135 |
| Western States..... | 78 | 81 | 74 |
| Total..... | 919 | 980 | 1,053 |

¹ This figure is for the original group of 15 Southern States. In 1922, under the new regional plan, Maryland and West Virginia were added to the eastern group and Kentucky to the north central group, thus reducing the number of States in the southern group to 12. This in a measure accounts for the greater increase in the number of agents shown in 1922 in those two regions.

There were also employed about 175 home-economics specialists, who aided county home demonstration workers in formulating their home-economics extension programs of work, gave special assistance in the problems in their particular field, and otherwise supplemented the work of the county home demonstration agents. These included specialists in nutrition, horticulture, poultry raising, clothing, dairying, rural engineering, and other subjects related to home-making problems. Some of these specialists were on part-time pay from extension funds, but most of them were employed on a full-time basis.

The finest home demonstration work has been done where agents have had opportunity to use their initiative and feel a real responsibility in planning programs of work. This is true also of demonstrators and club members. When they have had a part in the making of plans, they have realized that their influence and power for good are dependent on the success of these plans. In most of the States it has been recognized that the main function of the State supervisory staff and the specialists who have gone into the county has been to strengthen and reenforce the county home demonstration agent's work with her people.

Community, county, and State organizations for the benefit of farm women have come into being in nearly all the States. The extension forces cooperate with them and encourage them in every legitimate way and in turn receive in most cases material assistance in carrying out their home demonstration programs of work.

Organizations of country women, generally known as county home demonstration councils, are the most outstanding and helpful features of the work that developed during 1923. In some States, these organizations are known as county advisory boards or cabinets, home bureaus, farm-bureau committees, federations of farm women's clubs, and federations of all clubs; but the organization purpose and aim for each are very similar. These county councils or organizations are evidence of the success of the pioneer agents who spread the influence of the profitable results obtained from individual demonstrations and encouraged demonstrators to become leaders in the organization.

Where these organizations were an outgrowth of successful demonstrations, they commanded the respect of the people and their influence for good was shown in many ways. Interest in home demonstration organizations has increased so much that at annual farmers' conferences State organizations have been perfected and simple State plans of work adopted. These organizations of alert, interested women in the counties have reenforced home demonstration work throughout many States.

Where a county home demonstration council or similar body is organized, it is usually composed of one or two leading women from each community. Regular meetings are held once each month and with the county home demonstration agent's help they make plans and programs for advanced work in the different communities. County-council members assist the agents by attending meetings of the home demonstration clubs, which are the local units, and by giving demonstrations on lines of work in which they have been most successful and in which they have received instruction at the State short courses or at special county-council meetings. Thus information and help are made available to a much larger number of women and girls than would be possible if it were necessary for the home demonstration agent to reach them all individually. At the same time this experience furnishes opportunity for development of leadership among the local workers. The more they accomplish the more they feel the responsibility for the success of the whole organization.

The experience that county home demonstration council members have had in conducting club meetings makes them very valuable assistants in planning community and county fairs, short courses, contests, and tours, in arranging for marketing surplus products, and in helping to put over county-wide campaigns.

In order that community and county home demonstration organizations may have a more or less permanent home and to provide a place where meetings may be held and social and recreational activities conducted, many home demonstration groups have erected and paid for clubhouses and others have money in their treasuries which they plan to use in building clubhouses. In Wilson County, Tenn., for instance, a home demonstration clubhouse, costing only \$85.50, was built through the cooperation of county club members, who painted the outside and finished, furnished, and decorated the inside

of the house. In Collin County, Tex., 15 community clubhouses were reported built at a cost of only \$2,697. The low cost of building clubhouses in these counties was due to the donation of lumber, material, and labor by public-spirited men and women in the communities.

Homemade and inexpensive labor-saving devices were installed in the club buildings, and the demonstration of their usefulness proved so successful that many club members procured similar equipment for use in their homes. Notwithstanding the fact that 300 steam-pressure canners were bought by the women for use in their homes in Collin County, a great many of the club members did their canning at the clubhouses. These undertakings have made for stronger organization, community pride, good fellowship, mutual understanding, and stronger effort toward general improvement throughout the county.

The plan of organization which provides for an efficient, devoted county home demonstration agent in every county has been emphasized from the beginning of home demonstration work. The most successful results have been obtained where close supervision all the year round could be given, especially in advanced steps of the work which are usually undertaken at first by only a few demonstrators to establish the value of the method before the results and the possibilities of such demonstrations are disseminated throughout the county. Evidence of general interest in progress being made toward obtaining more county home demonstration agents is indicated in resolutions passed at State and national meetings of many cooperating organizations and associations.

Under existing business conditions it seemed financially impracticable and physically impossible to increase the number of home demonstration agents in many sparsely settled counties, especially in the West where great distances must be covered. Some counties have combined their funds and employed one home demonstration agent to work through organized clubs or groups in the most important centers of each county, thereby making it possible for some of the help from home demonstration agents to be more widely spread over a State.

QUALIFICATIONS AND TRAINING

The women engaged in home demonstration work have usually been reared on farms, have taught in rural communities, or have had some practical experience living on farms and managing homes. About 75 per cent of home demonstration agents are college graduates, and most of the others have had college training or the equivalent in home economics and kindred subjects, at State agricultural colleges or similar institutions. A number of workers among this group hold the highest degrees obtainable for scientific study from the leading universities of the country.

The systematic effort made by many States toward the training of county home demonstration agents has shown results in the higher standards of work accomplished. This effort was usually along the following lines: (1) Developing workers in service through short courses; (2) seeking successful teachers, especially of home economics, who show special aptitude for home demonstration work;

and (3) inspiring superior home demonstration club girls to enter college for training as future agents.

It is essential that home demonstration agents have familiarity with and appreciation of country life. Such qualifications as leadership, tact, initiative, resourcefulness, and devotion to a cause are prime prerequisites. Ability in business management and in organization must be established by previous special education or practical experience.

FINANCES

The total amount expended in the United States from Federal, State, county, and local sources for all lines of extension work during the fiscal year 1922-23 was \$18,484,845 as compared with \$17,181,751.64 expended during the fiscal year 1921-22. In 1922, \$2,400,789.74, or 13.9 per cent of the total sum, was expended for home demonstration work, whereas in 1923 the sum expended was \$2,790,419.11, or 15.1 per cent.

The percentage of funds expended for home demonstration work was greater in Florida than in any other State. During 1923, \$86,830.39, or 35.5 per cent of the total extension funds for the State, was spent for home demonstration work. New York led all other States in the amount of money spent for home demonstration work in 1922, when \$166,311, or 13.8 per cent of the total extension funds, was expended. In 1923, Texas led with \$206,925, or 22.9 per cent of the total extension expenditures.

Table 2 gives the amount and percentages of total extension funds expended for home demonstration work during the fiscal years 1922 and 1923 in the four States that led in percentages of extension funds spent for this purpose.

TABLE 2.—*Amount and percentage of total extension funds expended for home demonstration work in the States ranking highest in proportion of home demonstration expenditures to total funds, 1921-22 and 1922-23*

| State | 1921-22 | | 1922-23 | |
|---------------------|-----------------|-------------------------------------|-----------------|-------------------------------------|
| | Amount expended | Percentage of total extension funds | Amount expended | Percentage of total extension funds |
| Florida..... | \$37,361.91 | 32.5 | \$86,830.39 | 35.5 |
| Mississippi..... | 135,778.81 | 29.9 | 143,142.81 | 31.8 |
| Arkansas..... | 129,079.98 | 30.0 | 129,840.72 | 31.5 |
| South Carolina..... | 113,013.00 | 28.6 | 125,598.99 | 30.9 |

RESULTS IN OUTSTANDING ACTIVITIES²

HOME IMPROVEMENT

Results reported in improvement and beautification of the country home were perhaps the most important features of the year's development and are typical of the higher standards of living that have always followed successful home demonstration work. Many States reported that much of the money spent for home improvements was

² For detailed statistical results see pp. 47 and 48.

earned through some profitable home enterprise, such as poultry raising, gardening and orcharding, standardization of canned and preserved fruit and vegetable products, home dairying, beekeeping, basket making, weaving and rug making, raising of flowers and bulbs for market, and other similar activities, which women and girls have undertaken under the guidance of home demonstration agents. These surplus products have been converted into farm home conveniences by thousands of women and girls.

In some States home-improvement demonstrations have been planned for a series of years. For example, the outline for home-improvement and beautification work in Virginia was divided into four units, each covering a period of one year. The bedroom, the living room, the dining room, and any one of the following may be selected by the woman or girl in any order she and her home demonstration agent may decide upon: Bathroom, porch, den, hall, kitchen, or breakfast room. Such schedules of work fit into the long-term programs in home economics and agriculture which many States are planning and carrying on.

Home-improvement and beautification work differs in detail in the various States, according to plans agreed upon by the State home demonstration agent and the county extension workers. Each demonstrator is expected to exhibit at a fair. Usually the county or State agent advises her as to what shall be exhibited. The State specialists prepare subject-matter material to help the women and girls with the sewing incidental to beautifying and improving different rooms in their homes. Home demonstration agents reported that the women and girls had made improvements in the management and furnishing of 78,774 homes.

Many agents have reported that the general improvement in and around the homes of club members has been so noticeable that it has become a means of identifying these homes. This work has also influenced women and girls taking part in demonstrations, especially those entering home-beautification contests, to make some changes in their personal appearance that would harmonize with the improvements made in their home environment, be it an attractive living room, a convenient kitchen, or a pleasing bedroom. This indicates that the most valuable part of a demonstration is often given in an incidental and impersonal way and so brings about a development in the individual which is probably more appreciated than anything else the home demonstration agent does.

Work in home improvement has stimulated cooperation in the family and between agents and has encouraged a friendly rivalry among demonstrators. Families who begin and succeed with the first steps naturally wish to continue, and their interest is held over and increased from year to year as more practical accomplishments are attained. When they begin to enjoy improved living conditions and see the possibilities in future work, a keener interest is shown in creative, productive work which is of material assistance in obtaining greater comforts, conveniences, influence, and power for their homes as well as higher education and better advantages for their children.

Developing resources in the home, on the farm, and in the farm community is a fundamental part of the home demonstration pro-

gram of work. The procedure of combining such activities with improvement and beautification of the country home will soon bring about what Dean Vivian, of Ohio State University, said was our Nation's greatest need: "A prosperous, happy, contented, intelligent family in every farm home."

During the year these agents succeeded in bringing about many improvements in and about the farmstead, some of which are given in Table 3. Some of these improvements were obtained in cooperation with county agricultural agents, especially those involving rural-engineering problems, such as installation of water, lighting, and sewage-disposal systems, but usually they were planned by home demonstration agents and obtained through their efforts.

TABLE 3.—*Some results of home-improvement work, 1923*

| Activity | Number |
|---|---------|
| Homes reported as using improved methods in household management and home furnishing..... | 78, 774 |
| Homes reported built according to plans furnished by the agent..... | 309 |
| Homes remodeled..... | 895 |
| Homes screened..... | 22, 997 |
| Homes improved by planting of lawns, trees, and shrubs on the home grounds..... | 38, 244 |
| Labor-saving devices made at home or purchased..... | 33, 434 |
| Kitchens rearranged and improved..... | 6, 094 |
| Homes in which one or more rooms were redecorated or refurnished..... | 2, 915 |
| Homes in which furniture was repaired and refinished..... | 4, 057 |
| Sewage-disposal systems installed..... | 536 |
| Lighting systems installed..... | 1, 219 |
| Water systems installed..... | 1, 007 |

Demonstrations in the use of concrete around the farm home were given to women attending annual State short courses. The purpose was to interest and inform them so that they could intelligently advise other farm women and their sons and husbands about such work. Wherever interest has been aroused and the desire expressed by the farm family for help in undertaking such improvement work the assistance of the county agricultural agent is enlisted. If the initiative in the activity is taken by the home demonstration agent, the results are usually reported as home demonstration work. In States where this is the plan for reporting results of demonstrations initiated, planned, and carried out by either men or women agents, a fine spirit of cooperation exists.

KITCHEN IMPROVEMENT AND EQUIPMENT

The most significant single development in many States was in kitchen improvement. Realizing that more interest should be awakened in the importance of sanitary, convenient, and attractive kitchens, a number of States undertook to emphasize better kitchens by means of State contests in kitchen improvement. Many State records show that the largest part of home-improvement work completed last year was done through these improved-kitchen contests.

In many States such contests were conducted as follows: Each kitchen was scored at the beginning and at the end of the contest, which usually extended over a period of several months. During the contest special programs on various phases of kitchen planning were carried out by the home demonstration clubs. The home demonstration agent assisted by the extension specialist gave demonstra-

tions in kitchen arrangement, use of utensils, labor-saving devices, and the like. The cooperation of the local press and of local busi-



FIG. 3.—A better kitchen means a better home. This improved-kitchen demonstration contributed directly to the improvement of the entire home through the addition of a basement, milk room, and porch. Approximately 6,090 kitchens were rearranged and improved during 1923

ness men was obtained. At the end of the contest local committees assisted by the county home demonstration agent made final scores and awarded prizes.

Improvements in many homes due to the better-kitchen contests have been most surprising. The kitchen has often become the most attractive room in the house. One club girl remarked to an extension agent: "Since mother has improved the kitchen every other room in the house seems shabby and now she will have to make all of them as beautiful."

Benefits obtained through kitchen-improvement demonstrations have aroused interest and have encouraged home makers to undertake improvement of other rooms and of the exterior with a great deal of pleasure and with little expenditure of money. (Fig. 3.) Where such demonstrations have become established they have invariably led into greater things because of increased happiness and confidence acquired, along with the knowledge that helpful information and cooperation is always available through the county extension agents.

During 1923 about 12,500 women and girls were enrolled in better-kitchen and improved-room contests, and 6,094 kitchens were rearranged and improved. A larger number of States reported enrollment of women in kitchen contests than in any previous year.

HOME BEAUTIFICATION

In many States the work on household beautification and furnishing is a continuation of previous study and work with textiles and the handicrafts. One State reported that 1,200 girls who were enrolled for sewing chose work in improving their bedrooms. The better-bedroom contest served to stimulate interest in making the homes of the girls more attractive and to provide an incentive for undertaking productive and remunerative activities in their home demonstration club work. It created both a greater desire for perfection in workmanship and more interest in standardization work. The ultimate motive is unselfish and wholesome and the results benefit the entire family. It is encouraging to see that girls and women are taking greater interest in work with textiles for the purpose of beautifying their homes than in emphasizing clothing and millinery work for the sake of self-adornment without respect for harmony to their environment.

Another State reported the use of county paint-up campaigns carried on for the purpose of encouraging home improvement and beautification work in the county. As demonstrations five houses in one county were painted free, one in each supervisor's district. The result was that at least 100 more houses were painted and a number of other people promised to paint after the fall crops were gathered.

Further evidence of the appeal of the beautification motive has been found in continuance and increase of demonstrations in the planting of lawns, trees, and shrubs about the house and in the growing of flowers for use in the home and for market. (Fig. 4.) Members of local clubs have manifested a common sympathy in beautification and annually at club meetings have exchanged cuttings, seeds, bulbs, shrubs, and flowers. Flower shows have stimulated the women in many communities to beautify their homes. Reports indicate that during 1923, the beautification of home grounds was undertaken in 38,244 homes.

GARDENING AND ORCHARDING

Home demonstration work began with girls carrying on demonstrations in growing tenth-acre gardens of tomatoes. Most excellent new varieties of vegetables, fruits, grapes, and nuts have been introduced into thousands of home gardens, orchards, vineyards, and groves under the guidance and with the aid of home demonstration agents. During the past decade the girls and women enrolled in home demonstration clubs have had a large share in the advance made in readjusting agriculture. Development of a great many other resources of the farm and farm home has been the outgrowth of the productive activity begun with the club garden.

Through the most careful instruction in economic production, standardization, utilization, and marketing the home demonstration agents have aroused an increased interest in the use of better va-



FIG. 4.—Demonstration in home beautification through better planting of lawns, trees, and shrubs about the house. Home demonstration agents influenced 38,244 home makers to improve and beautify their homes in similar ways during the year

rieties of fruit and vegetable products in the home. The increased production within a comparatively few years of well-selected varieties of fruits and vegetables through demonstrations in the garden and the home orchard has been most effective in improving the family diet.

In 1923 home demonstration agents reported that 27,565 demonstrations with home and market gardens were completed by junior club members; that nearly 60,000 home gardens were reported improved by women enrolled in home demonstration work; that 10,053 adult demonstrations in the planting of fruit trees, grapevines, bush fruits, and small fruits were conducted, and that better methods were used in the care of orchards and vineyards on 22,159 farms.

In planning the gardening and orcharding work four aims were considered: (1) To stimulate production, (2) to improve the diet by having a plentiful supply of fresh fruits and vegetables, (3)

to encourage the saving of money by the use of home products either fresh or preserved, and (4) to have a surplus of fresh or preserved products for sale.

In many States where gardening work was carried on agents reported that on account of very unfavorable weather conditions the work was not so successful as in previous years. In spite of this, the results show that more than twice the number of demonstrations in home gardening were conducted by women and girls than were anticipated in the county home demonstration agents' plans of work. The following excerpt from the report of the Texas State home demonstration agent is typical of the spread of the demonstration idea when the agents have both a keen desire to establish home gardens and enthusiasm enough to share it with the many who might undertake gardening demonstrations:

The county home demonstration agents agreed in their plans of work to try to have completed in accordance with their county programs 11,184 gardening demonstrations during the year. Their annual reports show that 24,385 gardening demonstrations were carried on by women and girls. More than 1,600 women agreed to plant one or more vegetables which they had never raised before, 6,578 demonstrators saved their seed for the next year's gardens, and a still larger number reported that they had learned to treat their gardens for insects and diseases.

Where the home-gardening work has been conducted for several years under the guidance of home demonstration agents, reports indicate that 30 to 60 club girls in a county have perennial gardens in bearing. Some of the benefits derived and possibilities for development are indicated in the following quotation from the Mississippi State report:

The home demonstration work that perhaps will be most permanent from the last four years of effort will be the establishment of an all-year garden and the use of its products to make the family diet more conducive to health. Many thousand gardening demonstrators are striving to reach the goal of having at least two green vegetables ready to eat each day of the year. This has opened the way to some work in truck gardening, as the surplus can often be sold to advantage.

In Oklahoma, the transplanting of wild currant bushes into home gardens is typical of how wild varieties of fruits have been improved by special cultivation and care. Such attention given to these wild currant bushes has increased the yield and produced much larger fruit. In other States varieties of wild grapes and plums have also been improved in a like manner.

Both the women and the girls have worked with fruit trees, bush fruits, grapes, part-year gardens, and all-year gardens. Several home demonstration agents reported that in their counties 25 or more home orchards, and even larger numbers of strawberry plots and small bush-fruit patches were planted and cared for by club women. Home demonstration agents also gave advice and assisted with the planting, pruning, and care of large orchards when there was no county agricultural agent employed in the county.

Girls' gardening and canning contests aroused much interest in many sections, and teams winning in the community, county, and State contests gave many public demonstrations, which advertised and spread the influence of their work. The development of such demonstration teams was an important part of the year's home demonstration work. The public demonstrations given provided

training in poise and public speaking, and promoted cooperation among children. Giving instruction through public demonstrations has been a test of the club girl's knowledge and skill, has meant service to others, and has helped to extend the work of the county home demonstration agent.

Home demonstration workers generally feel that a fundamental part of the nutrition program is to encourage more country people to produce an ample supply of healthful fruits and vegetables, and to take especial care in their preparation and serving. Results have shown that when food is well prepared and attractively served food values can be more easily taught and appreciated. In planning nutrition programs considerable emphasis has been placed on the preparation of wholesome, healthful food from the finest quality of



FIG. 5.—Home demonstration agent showing club members how to select tomatoes suitable for canning. During the year 32,492 adult and 18,091 junior demonstrations in home gardening were carried on and in 57,577 home gardens improved methods were used

the best varieties of foods raised on the farm. Agents reported that a greater interest was usually shown in handling the choice kinds of fruits and vegetables than in using the common garden varieties, and that the increased satisfaction resulting from the knowledge that vegetables were well cooked encouraged proper preparation and serving of the right variety of foods for each meal of the day.

Most of the county home demonstration agents reported some work in both food selection and food preservation. Reports show that 99,913 demonstrations in food preservation were completed or carried through the year by women and girls, that 239,082 homes improved their methods in selection of food, and that 235,594 homes used better methods in food preservation.

After learning the scientific principles involved in the canning of fruits and vegetables, women and girls have gained much skill in

packing attractively standardized special products for home use and for market. Many club girls have taken practically the entire responsibility of home canning. (Fig. 5.) When club meetings are held in the homes, mothers attend and become interested in the subject of better living.

Standardization work in canning both fruits and vegetables has assumed larger proportions during the last few years. Home demonstration agents obtained the cooperation of business men's organizations, club women, and heads of public institutions in finding good markets for their preserved products. Through the initiative and resourcefulness of the women, highly standardized combinations of various products have been made. Many packs were developed from recipes originated especially for use of home demonstration club members, particularly in the Southern States. For example, vegetable macedoines, special preserved products, fruit rolls and pastes, marmalades, and 4-H brand soup mixtures have become most popular, and the supply made for sale annually has never been sufficient to meet the demand for these special packs.

Some of these products are peculiar to single States or regions, because they are made from typical native products of which there is a natural surplus. A much-used slogan has been "turn waste into wealth." Many varieties of native fruits and vegetables have been greatly improved when the idea of utilizing them in attractive commercial packs has become popular. Quantities of figs and many other fruits which heretofore have gone to waste are being saved each year. The women and girls in home demonstration clubs in one State market annually about \$4,000 worth of standardized fig products. The goal has been to have every dining car, hotel, and restaurant in the State serve the home-grown product, and to sell the surplus outside the State. This work has resulted in augmenting the cash income of many country homes.

HOME DAIRYING

Home dairying is concerned principally with the family cow and the production of a home supply of clean milk. Both women and girls engaged in demonstrations in home dairying and obtained good results in showing the importance of (1) producing an adequate supply of milk for family use, (2) handling milk in a sanitary manner in the home, (3) using milk in a variety of attractive ways in the daily diet, (4) making cottage and other cheese, and (5) improving the quality of farm butter. In summarizing the value of home-dairy work, a majority of State reports show that the increased use of milk in the home and in school lunches has had a direct effect on improving the family health.

Home dairying, like gardening and poultry work, is closely linked with the nutrition program, and its value is indicated by the reports on food selection and meal planning. Women desire to utilize their farm products in a wholesome and attractive manner in feeding the family. Home demonstration agents encouraged increased production of clean milk and demonstrated improved methods of butter making. Several State home demonstration agents reported that all the counties in their States conducted demonstrations in the making of better butter and the care of milk and that many hundreds of iceless coolers, butter workers, cheese molds, and other conveniences

and labor-saving devices were made or purchased to facilitate the work of farm women and girls in the care and handling of milk and milk products in the most sanitary manner.

Milk-for-health campaigns, better-butter contests, and contests in all-around dairy club work have stimulated much interest in home dairying and have been of considerable help to agents in standardizing dairy products for both home use and marketing. In many States purebred heifers were given to girls who did the best all-around dairy work. (Fig. 6.) More than 60 girls in one county enrolled and competed for such a prize. In some States better-butter contests were organized and conducted in the same manner as gardening and canning contests. The winners in community con-



FIG. 6.—This demonstrator's first interest in establishing a home dairy began with the care of a registered calf which she won as a prize. Women and girls carried on 15,421 demonstrations in home dairying during the year, with the result that better methods of conducting home dairying were adopted on 20,611 farms

tests competed in county and district contests and finally in the State contest.

Milk-for-health campaigns were conducted by leading business men and welfare organizations with the cooperation of county agricultural and home demonstration agents. Often the Bureau of Dairying of the United States Department of Agriculture cooperated with a State agricultural college in promoting as many as four or five county-wide milk-for-health campaigns. Some of the campaigns reached from 50,000 to 500,000 people in a county. This gave impetus to the dairy industry, increased the number of children drinking milk daily, and decreased the number of underweight children.

At school the use of milk and vegetables in the hot dish served with the lunch brought from home was emphasized. Such dishes as cream soup, cocoa, or a creamed vegetable were usually served,

and according to reports thousands of children overcame food prejudices. Many children conquered a dislike of milk and dishes prepared with milk, and others ate carrots, greens, tomatoes, and other foods which they would not consider before.

Many States reported interesting results obtained by rural women and girls in the making of American Cheddar cheese, which has become very popular in many farm homes. Much of it was used at home, but gradually the surplus is increased and marketed. A large number of agents helped in establishing high standards for marketable dairy products, such as cottage cheese and farm butter, and many women and girls learned to score and judge the quality of these products. Along with information on standardization and packing of butter for sale, instruction in proper methods of churning and wrapping butter and in the use of standard cartons was given. Home demonstration agents advised individual producers about concerns handling dairy supplies, put them in touch with prospective markets, and aided in forming local community organizations for shipping cooperatively.

Commercial dairies in small towns reported adding to their number of dairy cows because of the increased demand for milk and milk products which followed demonstrations, contests, and campaigns. In many cases the practice of tuberculin testing of all cows in dairies and weekly examinations of samples of milk by State boards of health resulted from the home demonstration agent's efforts to stimulate greater consumption of milk and milk products. Friendly competition between the dairies has been aroused through the regular inspection, and much improvement has been evidenced by general cleanliness and a lower bacterial count.

Reports show that one or more of the new and more important methods of conducting home dairying were adopted on 20,611 farms through the efforts of home demonstration agents and that 15,421 demonstrations in dairying were carried on by women and juniors.

POULTRY AND MEAT PRODUCTS

Records show that poultry raising was the most remunerative of activities carried on for the purpose of providing food for home consumption and for increasing the family income, and that when properly managed either on a small or a comparatively large scale poultry raising gave satisfactory returns. In many States, every county home demonstration agent included poultry raising as one of the major activities in her county program of work, and more demonstrations were conducted in this than in any other productive activity. (Fig. 7.)

Reports for 1923 show that 73,760 poultry demonstrations were conducted by women and juniors under the guidance of home demonstration agents, that 37,360 farm flocks were culled, and that improved methods of raising poultry were adopted on 91,840 farms. A large number of standard-bred stock was purchased and thousands of poultry houses were built or remodeled according to plans furnished by home demonstration agents.

Poultry work with juniors helped to establish standard-bred flocks throughout the country, as the financial profit obtained by club members convinced parents of the importance of raising good stock.

Much of the success of poultry work may be attributed to the co-operation given the agents by banks and civic organizations in financing the activity among country women and girls. In some instances business organizations distributed eggs among club members who were required to return a pullet when the eggs were hatched or to pay the value of the eggs.

In poultry work the same tendency toward evolution in the program has been seen as was manifested in the gardening and orcharding work. When a woman or girl succeeded with a few chickens she became eager to learn more about advanced stages of work with chickens, turkeys, ducks, guineas, or geese. It was then only a short time until she was purchasing standard-bred chickens and building labor-saving devices, such as brooders, hoppers, and even laying-houses, to facilitate her work in raising more and better poultry.

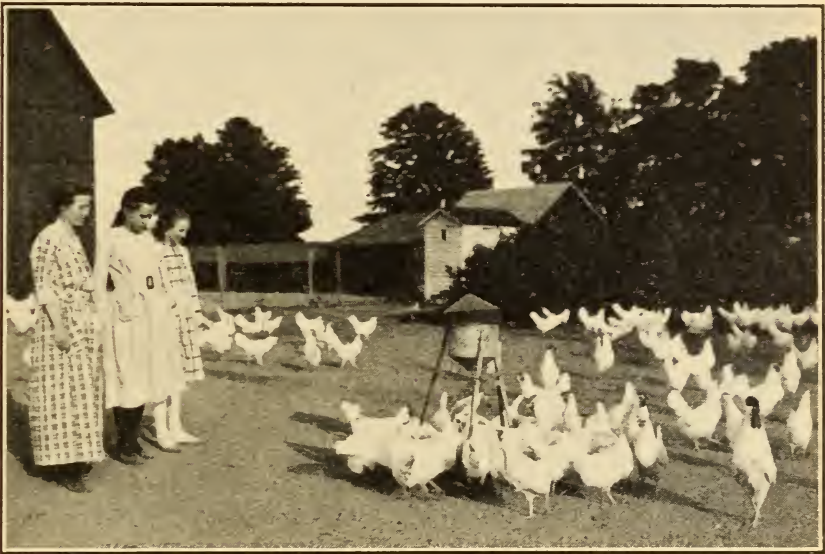


FIG. 7.—Home poultry demonstration in the use of a self-feeder. Women and girls are equally interested in poultry raising and more demonstrations were conducted in this than in any other productive activity, resulting in the adoption of better methods of raising poultry on 91,840 farms

Such equipment as incubators and brooders was often purchased with the profits cleared on the first year's successful demonstrations.

The demand for good eggs for hatcheries was an incentive to cull flocks, to produce better birds, and to provide more careful housing and feeding. New hatcheries were built in all sections of the country, and the demand for good eggs in many States was beyond the ability of farm women to fill. A large number of club members among both girls and women reported profits of more than \$1,000 per member in their poultry work. The secret of this success was the demonstrators' unwillingness to feed culls. One of the demonstrators whose profit amounted last year to \$1,345.15 started with 20 hens two years ago. The hatching capacity of her plant has been increased from 480 to 2,280 eggs, and the feed is grown and mixed on the farm.

With the rapid increase of poultry production, poultry raising has become more closely allied with marketing activities. Demon-

strations and subject matter relating to the best methods of standardizing and marketing poultry products were in constant demand and county home demonstration agents devoted much time to standardization work, preparation of products, and other problems relative to sales of small shipments and carload lots. Assistance in standardization and marketing was given county home demonstration agents, individuals, and associations by marketing and poultry specialists. Where a minimum of 10 persons desired to raise the same breed of poultry, to make plans for cooperative buying and selling, and to learn the best methods of poultry husbandry, the formation of a community poultry association was usually encouraged.

In States where counties had a sufficient number of active community poultry associations or enthusiastic individuals wishing to market their products cooperatively or to work for the promotion of the poultry industry for other reasons, a county association was organized under the supervision and advice of the State poultry specialist and the county agricultural and home demonstration agents. Meetings were held as desired by the association and programs bearing upon the problems of the particular county were presented. Practically every county association conducted some outstanding phase of poultry work and promoted the industry in the county.

Poultry clubs, egg circles, poultry breeders' associations, training groups for culling and judging, hatcheries, and cooperative selling associations have brought about most substantial results. Poultry exhibits, egg shows, culling campaigns, State and county egg-laying contests, and judging contests made public the results of the most successful poultry demonstrations and showed greater possibilities in this phase of extension work. In the majority of State, county, and community fairs emphasis was placed on the importance of attractive and wholesome preparation of poultry and poultry products for use in the daily diet, and often demonstrations in the preservation of poultry and eggs were special features at these exhibits.

Very often canning parties followed culling demonstrations and kill-the-rooster days. This procedure enabled club members to stop feeding the culls immediately and to store them away on the pantry shelves for later use. Many attractive canned chicken products were standardized and in several localities some of the demonstrators started home industries, specializing in the sale of high-grade packs of canned chicken. When poultry canning was done on a large scale, the meat was often sorted in order to have four standard packs, one containing light meat cut in uniform cubes for use in such dishes as chicken salad, creamed chicken on toast, or chicken à la king; another containing dark meat suitable for baked-chicken pie, for salads, or for scalloped dishes; another containing chicken giblets; and another, chicken broth or soup. These special packs were readily sold to country clubhouses, railroad dining cars, hotels, women's city clubs, and exclusive homes where pride is taken in serving the very best food especially prepared so as to have it appear most attractive and appetizing.

When only a few birds are canned at one time for home use, the practice of sorting light and dark meat is not always economical. In such cases chickens were usually prepared and canned in the manner in which the family desired to serve them—baked, roasted,

stewed, or fried—and all parts were packed in one jar. The canning of poultry has resulted in home canning, curing, and smoking of other home-grown meat products as well. Thousands of pounds of pork and beef products were reported canned for home use as well as for market. (Fig. 8.)

Families in many States purchased steam-pressure canners and hand sealing machines for sanitary tin cans and used these labor-saving devices for meat canning. One county in Texas preserved enough meat to fill 25,523 cans. Meat canning has been one of the most popular and profitable phases of food-preservation work, and interest in it has grown steadily for the past three years.

Requests from communities for agents' help in canning meat were seldom met unless five or more families were represented at the demonstration. Often from 20 to 25 families were represented at



FIG. 8.—A demonstration in the carving of beef preparatory to canning. Demonstrations of this nature influenced many farmers and home makers to adopt this method of insuring a home food supply and of increasing the family income

the all-day demonstrations where a cow or hog was canned, and all took part in the actual work of butchering and cutting, preparing and cooking, packing and sealing, and processing and cooling, so that it was unnecessary to repeat this demonstration in the same community.

When the price of beef on foot in some States dropped as low as 4 cents per pound it did not pay to continue caring for and feeding the animals, and they could be sold only at a sacrifice if at all. In such States home demonstration agents helped farmers to can some of their surplus meat for home consumption or for sale if the market demand rose. Many cases were reported where meat on the hoof was not salable at even 2 cents a pound yet when put in cans sold readily for from 8 to 10 cents a pound. Under such conditions, meat-canning work did much to popularize home demonstration work over a large section of the West and the Southwest.

The canning of such supplies reduced family grocery bills, increased the quantity and variety of good, wholesome food in the family pantry, saved a surplus product that could not have been marketed except at a loss, extended knowledge and information that has been helpful in establishing greater thrift and better management in the farm home, added new interests to the work of farm women and girls, and in many cases improved the family industry and increased their income. From a dietetic standpoint, the canning of meat has been found to be a great help in correcting the custom of eating too much fresh meat during butchering time in order to save it.

In the southern part of the Gulf Coast States, where the climate is so warm that it is difficult to keep safely over a period of time the meat which has been cured with salt and smoke, meat canning has grown in popularity as it has in some other sections of the South and in the West where large ranches have been divided into farms, and communities are not yet thickly enough settled to make it possible for several neighbors to cooperate in killing and using a beef.

TEXTILES AND HANDICRAFTS

This phase of the work was begun with the first girls' home demonstration clubs. Records show that each year since 1910 interest and progress in textiles and handicrafts have increased. Many thousands of caps, aprons, emblems, sewing bags, towels, and hot-pan holders have been reported made each year by club members in preparation for their work in the cooking and canning of their garden, orchard, and poultry products. In the beginning the motive was not so much to learn sewing as it was to make these articles in preparation for carrying on other activities included in club programs.

When women began to undertake home demonstration activities they also took interest in making appropriate uniform aprons and house dresses for their work. Several States reported in 1923 that every member of home demonstration clubs for women has become interested in making club dresses. Dressmaking campaigns and contests have developed as a result of this interest. The culmination of such contests at summer camps has added a new interest to the making of appropriate house dresses. Such dresses are made practical in order that they may be graded on suitability, economy, and cost.

Naturally the interest in sewing led in a short time to other work with textiles, such as making table sets, curtains, table runners, window draperies, cushions, sheets, coverlets, quilts, bedspreads, pillowcases, scarfs, and rag rugs. Almost without exception in each case where women and girls undertook demonstrations in the improvement or furnishing of their homes the matter of choosing and handling textiles was involved. The suitability and durability of various materials, color combinations, improvement of form and line, the design, and simplicity of decoration were also considered. The demonstrators in these newer phases of textile activities took great pride and pleasure in the fact that their work attracted the attention of neighbors. Each woman or girl who made improvements in her home and its environment soon became a center of instruction and influence.

Much of the farm woman's time is occupied with selecting, making, renovating, and caring for clothing for her family. During 1923 these phases were among the most popular included in reports on

clothing work. A large number of individual demonstrators and the entire membership in many clubs expressed the desire to continue their sewing work throughout the year and requested help and special instruction from the agent. Since clothing plays such a large part in the economy of the home and because country women usually live far from convenient shopping centers, home demonstration agents devoted about 6.4 per cent of their time to this line of work. In all the States, clothing instruction on the part of the agent herself was subordinated to her program of establishing living and growing demonstrations which have possibilities of leading on into profitable and permanent home improvement.

The number of home demonstrations in textiles reported carried on throughout the year totaled 141,340. This figure does not include much textile work which was involved in home improvement and beautification, with which it is closely associated. During 1923, 269 home demonstration agents reported that in 44,013 homes improved means of selecting clothing for the farm family were adopted; 763 home demonstration agents reported that in 151,931 homes better methods in clothing construction were used; 313 home demonstration agents, that in 30,371 homes work in renovating and remodeling clothing was carried on; and 542 home demonstration agents, that in 63,841 homes better millinery work was done.

In a number of States a large percentage of girls enrolled in home demonstration clubs undertook clothing work in addition to one or two productive activities. The interest in textiles in many States is centered in the making of furnishings for the girl's own bedroom or for the dining room. In second-year work the emphasis is generally placed on clothing for the girl's own wardrobe. Girls who complete the regular units of work outlined for the four-year program learn a great deal about the selection and care of clothes, and the practice of thrift through intelligent buying.

In some localities hand sewing became so popular that groups of girls advertised handmade handkerchiefs, underwear, and baby clothes for sale. Many mothers and women who acted as club sponsors and leaders in the community became interested in helping the girls to fill orders. Such affairs as club girls' sewing exhibits, clothing contests, style shows, playlets, and pageants added interest and gave impetus to clothing work.

Clothing work with home demonstration club girls in several States culminated in county and state-wide clothing contests, the aim of which was to raise the standard of dress among club girls by giving special attention to workmanship, appropriateness, effect of color combinations, and choice of accessories. In most States any county having a home demonstration agent may enter girls in a State clothing contest, but usually such contests are restricted to girls who have completed at least two years of work as members of home demonstration clubs working under the direction of the county home demonstration agent.

Clothing contests seemed to emphasize more than anything else that simplicity is the keynote of a good school dress and that to be appropriate the dress should afford proper protection. More club girls realized that a school dress is a work garment, and that one which is made of substantial material of good color and texture and can be laundered easily is always suitable.

To keep physically fit has been one of the home demonstration slogans. The girls and many of the women have learned to wear the sensible shoe that gives comfort and conforms to the lines of the foot. Correct corseting, posture, and the general relation of clothing to health was given consideration throughout the year's work in the subject of clothing with both women and girls.

Millinery is another phase in which women and girls were interested. Through this work they learned the fundamentals of construction, selection, and renovation of hats and acquired a taste for more becoming and appropriate hats. One very practical problem which was worked out concerned a sport hat, which was made from half of a flour sack stiffly starched to be used as a foundation and covered with a half yard of homespun. Other hats were re-



FIG. 9.—Leather articles made from the hides and skins of small animals butchered or trapped on the farm

made into fashionable models. The use of flour sacks is typical of home demonstration agents' resourcefulness in making use of material at hand involving little expense.

Much work was also done in renovating, reshaping, retrimming, and dyeing girls' and women's hats. In some States, for instance, home demonstration agents used ink of the color desired to dye hair-braid, silk, and soft-straw hats. The ink was diluted with wood alcohol until the right shade was obtained, and then sprayed on with an ordinary atomizer. Excellent shades were usually obtained and discarded hats were made to look like new. Many hair-braid hats were dyed by this inexpensive but satisfactory method. During the year better methods of constructing, selecting, renovating, retrimming, and dyeing hats were adopted in 63,841 homes through the influence of home demonstration agents.

A newer phase of millinery work which utilizes fur and leather was included in several county extension programs as a result of demands which came from country women. (Fig. 9.) Instructions given in cutting, matching, and sewing fur stimulated a greater demand for this work, which promises to create greater interest in using more native skins. The utilization of pelts, hides, and skins of small animals butchered or trapped on the farm involves a practically undeveloped resource and offers great possibilities. Many agents also reported satisfactory results in making gloves from skins of small animals.

Rug making was also successfully carried on throughout many States and proved of commercial value to rural women. (Fig. 10.) Every county in one State exhibited various designs and types of homemade rugs, some of which were attractively dyed with coppers.



FIG. 10.—A home demonstration exhibit in the making of rag rugs, baskets, and other handicraft articles. Reports from 75 per cent of the home demonstration agents show results in this phase of extension work. (Photograph furnished by North Carolina Extension Service)

barks, and native roots. County weavers' associations have been organized in some places where the women and girls meet regularly and work together making attractive rugs for use in their homes, with a surplus supply for sale.

An interesting phase of furniture renovation in a number of New England States was the reseating or caning of chairs. As a result several demonstrators have started a good business. Hundreds of old chairs were reclaimed from the attic and successfully repaired at slight cost.

In South Atlantic and Gulf Coast States, where native material suitable for basket making abounds, success in developing these resources resulted from the agents' efforts to bring continually to the attention of women and girls the possibilities in making baskets for use in the home or for sale. At least 20 States reported that basketry was included in their home demonstration programs.

Interest in this subject has steadily grown until many women have established little home industries. In some counties women and girls have organized handicraft associations, have their own exhibit and salesroom, and prepare certain standardized models of baskets made of wild honeysuckle, long-leaf pine, or other material for regular shipments to florists, candy manufacturers, and gift shops. In one State last year baskets valued at \$12,000, which were made from wild honeysuckle vine and pine needles, were sold by farm women and girls. Much of this native material is gathered, cured, packed in bundles of 1 pound each, and shipped in quantity to art schools in a number of different States where basket making is taught professionally. The successful demonstrations in standardizing and marketing baskets of fine quality have caused more farm women to realize that even greater possibilities lie in the natural resources within their reach.

In some parts of the country new and interesting handicraft work was developed. Discarded inner tubes from automobile tires were used in making handbags, children's toys, and many other serviceable articles. The bags, which were patterned after the Apache Indian bags, had the appearance of being made from soft suede leather, and were beaded or trimmed with fringe. This activity was a forerunner of the making of many kinds of leather articles and has aroused greater interest in the practical and profitable utilization of hides and skins of different animals.

The utilization of feathers from the farm flock in making fans has been developed into a small home industry in three of the States. Many States reported considerable interest in the making of brooms and brushes from broomcorn raised on the farm and in the making of hats, bags, doormats, table mats, and chair bottoms from corn shucks.

Interesting results were also obtained from the use of sealing wax in making beads, hat ornaments of various kinds, and flower decorations on vases and candlesticks. Some of these inexpensive decorated articles have been used effectively in home decoration schemes. In extension experience, most women and girls have shown a desire to create something beautiful. They have enjoyed finding a way to express their artistic sense in something that will receive the approval and admiration of others. No matter how latent the talent may be, a little guidance and an opportunity to make something for herself or for her home has proved a source of real satisfaction, especially if the result from her efforts is the creation of a product of good quality which is useful and of known commercial value.

In many counties much of the handicraft work was begun in a more or less incidental way, but this phase of the home demonstration program is developing everywhere. Reports from home demonstration agents estimate the worth of results obtained at many thousands of dollars to a county. These results indicate the greater possibilities which this work offers for the future.

ORGANIZED MARKETING

During 1923 the marketing of home products developed greater financial opportunities for farm women and girls and made it possible for them to supplement the family income without leaving home and without taking the girls from school. Through this activ-

ity funds were provided for beautifying and improving the home which resulted in a better satisfied farm family. Home demonstration agents were among the first to demonstrate grading and marketing. Standardization of products was considered even in the first gardening and canning work, and the same idea has been carried on with orchard and vineyard products as well as with butter, eggs, cheese, honey, meat, and various handmade articles. As the women and girls have gained greater skill and the demand for farm-home products has increased, the business side of their work has assumed larger proportions.

Farm women and girls have realized the advantages of obtaining from the sales of farm products both the producers' and the manufacturers' profit. Through cooperation with business men's organizations, club women, and public institutions, good markets have been found for all home demonstration club products.

After interest had been aroused in marketing and standardization, the organization of associations logically followed. In most instances farm women's and girls' marketing activities have been fostered by local county home demonstration councils or advisory boards. In many States commodity marketing organizations have developed as subdivisions or branches of the county councils or boards. Ten counties in one State reported such commodity organizations as a part of the county home demonstration councils.

The buying of containers or other equipment and the selling of standardized products were sometimes handled by officers of the county home demonstration councils, but the agents furnished subject-matter instruction and gave directions and guidance. Plans for general marketing activities were usually outlined by county home demonstration agents and promoted by county home demonstration councils and business men's and club women's organizations. Clubs that expected to take part in marketing sometimes appointed a committee to take charge of selling the club products.

Local workers and leaders experienced in this marketing activity were given special training in standardization of various products at the meetings of the county home demonstration councils and by specialists. The local workers attended club meetings, institutes, club markets, fairs, and other gatherings of women in various parts of their county and gave instructions on various phases of standardization and marketing. They were of considerable assistance to the county home demonstration agents in carrying out marketing plans.

The names given marketing associations and the methods of organizing and conducting them vary in the different States. Associations organized for general marketing of different standardized farm-home products are known by such names as women's home demonstration exchanges, club markets, State home producers' associations, home demonstration market booths, and curb markets. In addition to these, associations have been organized for the purpose of standardizing and marketing a special commodity, and are known as egg circles, poultry associations, turkey pools, broiler shipments, county handicraft associations, county weavers' associations, and the like. Some of these organizations are state-wide, others are sectional, and many are organized to serve a particular locality; some are organized with the idea of permanency, others to solve a temporary problem.

The organization of club markets has probably been the most significant and interesting development in organized marketing. The club market must not be confused with the ordinary curb market; it is a more recent and advanced development. In developing club markets, women and girls have made a decided effort to standardize all products and present them for sale in an attractive manner. (Fig. 11.) Eggs are graded as to size and color and sold in standard cartons or crates; vegetables are carefully graded as to size and color and are cleaned and bunched; poultry is dressed carefully; and butter and cheese are packed neatly in uniform cartons. A series of demonstrations in grading and preparing products for sale is usually planned to be given at the markets.



FIG. 11.—Home demonstration club members packing standardized dressed hens, eggs, and butter for parcel-post marketing. During the year home demonstration agents assisted 11,703 farm families with their marketing problems, and products valued at \$1,067,267 were sold with a profit of \$394,857

Another special feature of club markets is a bulletin board with prices placed in view of all buyers. Prices are usually determined weekly by a price committee composed of a producer, a consumer, and a home demonstration agent. Before opening the markets, the home demonstration agents usually obtained the support of the women's city clubs. In some places women's city clubs became sponsors and gave valuable aid in the marketing of the farm-home products. Their influence has meant much to the success of this new enterprise.

The first county club markets, which were organized in 1921, have outgrown their quarters. In some of the markets electric lights and heating devices have been installed. In 1923 most of the markets were open three days each week from May to November and twice a week during the other months. Special holiday sales were usually scheduled, the Thanksgiving and Christmas sales being the largest. (Fig. 12.) Besides filling special orders, many demonstrators

brought regularly a large supply of many kinds of products to sell at the club markets. A few demonstrators reported having standing orders with large hotels and restaurants for poultry, eggs, canned goods, and other products. The sales for one county club market for 1923 amounted to \$20,315.04, or an increase of \$5,315.04 over the sales in 1922. The club market afforded a place for the sale of surplus products which might otherwise have gone unsold, and the opportunity for increasing the family income encouraged farm women to plant larger gardens and to keep them green and producing during as many months of the year as possible even with the aid of hotbeds and coldframes. It also constituted a medium through which women bought and sold purebred poultry among themselves and exchanged bulbs, shrubs, cuttings, and seed. New varieties of flowers and vegetables have been added to many home gardens through this activity. Special-day sales were planned for certain flowers in season, such as dahlia day and chrysanthemum day.

Over a very short period of time the amount of sales through cooperative marketing associations has been most substantial. In one State during 1923, \$69,361.66 was received from sales at club markets in 35 organized counties. The value of products sold at four county club markets established in another State amounted to \$454,103 for the year, \$170,023 of which was profit. Home demonstration agents assisted 11,703 farms and homes with the marketing of their farm products. Products valued at \$1,067,267 were sold with a profit of \$394,857. The scheme on which these club markets were operated in 1923 was a distinct contribution to the big cooperative movement.



FIG. 12.—Poultry booth at a club market. The organization of such cooperative club markets, at which women and girls may sell their standardized products, has been a most interesting and significant development. (Photograph furnished by North Carolina Extension Service)

HEALTH

Health has been closely related to and considered a definite part of almost every activity included in the home demonstration program. Such subjects as home equipment, home improvement, nutrition, clothing, and health were correlated very closely. Much of the most helpful and valuable health instruction was given in a more or less incidental manner in connection with some other phase of home demonstration work.

The responsibility of special organized effort with reference to health rests with the Public Health Service, State boards of health, public health nursing services, Red Cross workers, and field workers

for the Children's Bureau of the United States Department of Labor, in States where these organizations exist and such field workers are available. Home demonstration agents cooperated with health agencies and welfare workers whenever possible and supplemented their activities in a very helpful way. The agents' efforts were educational and principally preventive. Because of the confidence people generally had in the home demonstration agent's ability, judgment, and desire for service, she was able to obtain most effective and far-reaching results. In many States important health activities were organized and directed by home demonstration agents.

Most of the results in health work reported by home demonstration agents were obtained through activities with the production, conservation, and utilization of foods. In the homes of demonstration-club members much interest was manifested in the preparation of improved varieties and better qualities of fruits, vegetables, cereals, dairy and poultry products, honey, and other foods produced on the farm under the guidance and supervision of the home demonstration agents. Considerably more work in conservation of surplus foods from the home garden, orchard, and poultry yard was reported than in any other phase of food work.

It has been noted in many States in the results reported by agents that the standardization and marketing of garden, orchard, poultry, and dairy products has aided the spread of helpful information on food selection for the family and has made more simple the teaching of many important lessons on nutrition which heretofore agents often found were very difficult to get people to put into practice.

For a number of years special emphasis has been placed on the importance of planting fall and winter gardens to provide a plentiful supply of fresh leafy vegetables in the daily diet the year round. During the first year that club markets were organized, the number of winter gardens planted more than doubled in many places, which made available a surplus of leafy green vegetables for the family diet that perhaps would not have been produced solely for the purpose of health improvement. Under these conditions agents find it much easier to interest women and girls in the preparation and utilization of the proper kind of food for the family.

The influence of health work, which has done so much in helping to build thousands of stronger and more alert bodies and keener and brighter minds, has been spread by many different ways and means. Some of the more successful methods have been contests, exhibits, and campaigns, such as clean-up campaigns, milk-for-health campaigns, better-bread and better-butter contests, meal-preparation and menu-making contests, and gardening and canning contests and exhibits. (Fig. 13.) State-wide "live-at-home" campaigns were begun in some States by proclamations issued by the governors in cooperation with the State extension directors. Such campaigns helped a great deal in informing people generally about the importance of improving the quality and quantity of their available food supply and also in getting them to produce at home a good supply and variety of food products necessary in an adequate diet for each member of the family.

To insure a greater variety of more healthful food, many States emphasized the use of whole-grain breads, increased use of home-

grown wheat, use of less hot bread and more yeast bread, and the importance of care in selecting pure flours for baking. One State reported holding a health-bread contest which included work with whole-wheat yeast bread, wheat biscuit, and unbolted corn-meal muffins. Bread score cards and bread-making contests stimulated interest in better breads and thus indirectly in better health. In a



FIG. 13.—Demonstrations of some of the best home practices carried on by negro club members. Increased interest has been manifested by negro farm women and girls in the various home demonstration activities, and their willingness to assist in furthering the work is a convincing sign of progress. (Top and bottom photographs furnished by Arkansas Extension Service)

majority of States where such contests were held an average of 100 contestants entered each county contest and several States reported that special contests resulted in better bread being made by thousands of women and girls. Many contestants were from homes that undoubtedly received help and benefit from club girls who returned to their communities as winners and leaders in district and State bread-making contests. All of this work stimulated a demand for

improved equipment and labor-saving devices such as bread mixers and standard bread pans.

Work in increasing food supplies from summer, fall, and winter gardens, orchards, poultry, honey bees, and family cows, and in the preservation and storing of a variety of food products was followed by demonstrating the proper combinations of such foods for an adequate diet and their preparation for serving. Special consideration was also given to such matters as child feeding and care and the preparation of proper foods for the invalid. During the year 60,594 homes were reported to be using improved methods in feeding and caring for children, and 12,992 definite demonstrations in child feeding and care were conducted under the direction of home demonstration agents.

In some places the community interest in food, health, and sanitation led to the establishment of domestic-science courses in the country schools and classes in home economics in rural agricultural high schools. An important outgrowth of community interest was the improvement of school lunches by the addition of one hot dish prepared daily at the school to supplement the cold lunch brought from home. Home demonstration agents cooperated with school officials, parent-teachers' associations, mothers' clubs, and home demonstration club members in getting the hot school lunch established.

The aim in arousing community enthusiasm in more healthful school lunches was principally to promote in mothers a greater interest in correct child feeding and to help educate children in food and health in such a way that good habits of hygiene would be formed early in life. Demonstrations given in schools during which each child was served a hot dish with his cold lunch followed by illustrated talks on food and health habits did much to interest the children as well as the parents. Better home lunches were packed for school as a result of the interest aroused by these demonstrations.

Data obtained through public health surveys made by the Public Health Service cooperating with State boards of health and other welfare organizations were of value to home demonstration agents in planning health work more nearly meeting the needs of country homes.

Although all States have been working toward the same goal in the health program, in 1923 emphasis was placed on different angles of the work in the various States. Some States reported that the most outstanding health work was accomplished through demonstrations in vegetable cookery, food selection, and school lunches. In other States the most important results were obtained through demonstrations in home gardens and orchards, food preparation and preservation, and standardization and marketing of food products.

Considerable progress was made in general health and sanitation through the use of campaigns, such as fly campaigns, clean-up campaigns, rat campaigns, and campaigns against ants. Physicians helped by discussing the prevention of different diseases at community meetings. As a result it was reported that many homes had their windows and sleeping porches screened and that thousands of yards were cleaned and outhouses put in sanitary condition. Club girls took pride in sleeping with plenty of fresh air.

Many States have required home demonstration club members to keep a health score card for a period of at least eight months. The

States generally have required each girl entering any kind of State or county contest to keep a health score in order to be physically fit to be a representative of her club should she become a district, State, or national contest winner. Some States have required definitely that club girls shall increase or reduce to normal weight and correct other physical defects before they can be considered eligible to represent their clubs on canning, bread-making, poultry-judging, or other teams, outside of their counties. Girls through their contest work have accomplished much in improving their physical condition.

Reports show that among farm families greater interest is now being shown in the practical results desired in health work. Correct weight, abundant vitality, and perfect health are more considered in deciding what one shall eat than their caloric value. The women and girls have shown an increasing interest in greater use of protective foods which contain an abundant supply of vitamins.

In 1922 a national health contest was begun and was continued in 1923 when prize winners of 38 State health contests competed. The Mississippi club girl winning first place scored 99.9 per cent. She had been a home demonstration club member for four years, majoring in poultry work. During the State short course two years previous, this club girl was found to have some minor physical defects, which she corrected. Her first score in the county was 91.4. She raised that score in the State contest and again in the national health contest. This home demonstration club girl is the epitome of training of head, hand, heart, and health.

BEEKEEPING

Many home demonstration agents included beekeeping in their general county plan of work and continued throughout the honey-flow season an educational program including care and management of bees, disease control, better harvesting, and marketing. Attention was also given to the special nectar sources in the county. As a result of such efforts some of the small beekeepers obtained larger crops of honey from their bees and asked the agents for advice on methods of locating customers and on marketing.

Home demonstration agents took advantage of the opportunity while attending agents' meetings and short courses at the State agricultural colleges to get special instruction in bee culture from the State specialists, or from the State experiment stations in States where extension specialists on this subject were not employed. In some States a special series of demonstrations on the subject of beekeeping was planned for farm girls and women attending annual farmers' week at the State college of agriculture.

Because of the interest manifested in bees and honey production, demonstration apiaries were established in some counties and general lecture demonstrations were given at the apiaries on the subjects of removing bees, controlling swarms, requeening, and preparing for winter quarters. (Fig. 14.) Automobile tours to some of the apiaries added interest and informed the rural public of the many advantages of keeping bees. Colonies to which the improved methods were applied averaged 100 pounds of honey, whereas others not so handled averaged only 30 pounds. Home demonstration agents experienced little difficulty in leading from the production of honey

to its preparation and utilization as fresh, wholesome food for the family and then to standardization and marketing work.

Progress was made in the harvesting and marketing of honey. Records from 1,395 different farms show adoption of better methods in beekeeping as a result of the help and information received from home demonstration agents during 1923.

MASS INSTRUCTION AND RECREATION

Mass instruction and recreation in many home demonstration activities are closely associated. A report of one can not well be given



FIG. 14.—Club team demonstrating the handling of bees. Better methods of beekeeping, including care and management, disease control, harvesting, and marketing, were adopted in 1,395 homes through the efforts of home demonstration agents

without including the other, especially in respect to short courses, camps, rally days, tours, trips, plays, and pageants. As in previous years, individual training of the demonstrators undertaking special demonstrations in the home and on the farm was quickly followed by mass instruction of all the people through publicity given during these annual occasions. Rally days, plays, tours, and pageants have been beneficial in attracting community interest and obtaining the support of business men for home demonstration work.

Every State reported the use of many or all of these methods of extending and advertising to the masses the results of the most successful demonstrations. This gave new impetus to the work and encouraged more people to enroll as demonstrators. During the year 47 States did much work with fairs and exhibits, 38 States held tours and trips, and about the same number held home demonstration camps, short courses, and rally days.

RALLY DAYS

For many years club rally days have proved interesting and popular. Every effort was made by home demonstration agents and cooperating citizens and organizations in the counties to make such occasions interesting for home demonstration club girls from an educational and social standpoint. Often, county agricultural and home demonstration agents combined their efforts and planned this day's celebration for both boys and girls. Usually the rallies were formally opened and a well-planned program was followed during the entire day. The children reported on the club work they had done, which interested the older people and often resulted in their reporting on general progress being made in the community. Good speakers were selected to encourage the demonstrators in their efforts. Sometimes demonstrations were put on by the girls. Each rally-day program included games, stunt contests between different communities, a picnic dinner, usually a free motion-picture show, and refreshments furnished by business men's and business women's clubs.

The club rally day for the women in some States is known as home-improvement day. The following account by a home demonstration agent in reporting her first home-improvement day is typical of the way in which such days have been usually conducted:

The meeting at the county courthouse was attended by 200 country women. In the forenoon a regular program was given and in the afternoon a tour was made to the leading stores and banks in the town. Some of the merchants gave souvenirs and many of the stores had made special exhibits for the occasion. Some store windows were arranged to show furnishings for different rooms in the home. The improved kitchen with its attractive equipment and labor-saving devices and conveniences interested the women. This meeting was advertised in local newspapers and a week previous to home-improvement day the banks included an invitation to farm women in their advertisement, saying that they were looking forward to the visit from the home demonstration club women on home-improvement day.

SHORT COURSES

In a number of States county short courses have been an outgrowth of rally days. Some States have continued holding both affairs, often having the rally or achievement day as a part of the two-day or three-day short course. Some States reported that county short courses were held in every county with an attendance of 25 to 400. Plans were made so that each person in attendance was afforded some special training of educational value, inspiration, and recreation. (Fig. 15.)

Most States conducted three kinds of short courses: (1) County short courses conducted under the auspices of the county home demonstration organization, (2) district short courses usually held at some district agricultural high school and participated in by home

demonstration club members from a number of counties, and (3) State short courses usually conducted at the State college of agriculture. Valuable instruction was given at all short courses, and club girls were inspired and encouraged to develop profitable income-earning activities in their home demonstration club work as a means of adding to their go-to-college fund.

Various contests were held at county short courses to determine the local prize winners who should represent their counties at district and State short courses to be held later in the year. Different club activities culminated at the county short courses. Often the girls who completed their demonstrations or the year's unit of work showed exhibits of some of their results at the county short course, gave reports of their work, and received their certificates. In addi-



FIG. 15.—Members of State bankers' associations and other associations of business men are often entertained by home demonstration club members at the short courses. Short-course activities have played a big part in home demonstration club work in that they have increased the enthusiasm of club members, given them new educational advantages, and helped to teach them how to work and play together. (Photograph furnished by Florida Extension Service)

tion to giving special demonstrations in cookery, canning, dyeing of rags for rug making, and sewing, the girls usually completed at the short course one attractive and useful handicraft article, such as a basket made of some native material, gloves made from hides of small animals, handkerchiefs made from linen donated by merchants, luncheon sets, candlesticks, painted empty cigar boxes for treasure cases, decorated gourds for vases or flowerpots, and the like. This handicraft feature in the instruction given has always been of much interest to both girls and women.

Members of the county home demonstration council who had received instruction from specialists and home demonstration agents at their regular monthly meetings were a great help to the agents in conducting short courses. Club girls while attending short

courses were entertained in the best homes and the lessons learned in an incidental way through this experience often proved the most valuable part of these meetings.

At State short courses State prize winners in all lines of work were usually determined through final State contests. The number of entries in such contests increased during the last year. State contests have served to stimulate interest in the communities and to increase the attendance at the State short course. Following is a list of some of the contests given at State short courses in 1923: Improved kitchen contest, clothing contest for girls, poultry contest for girls, buttonhole contest for both girls and women, canning contest for girls, biscuit-making contest for women, and yeast-bread making contest for girls. State short courses brought State colleges of agriculture and the extension divisions closer to the people and inspired many girls with the desire to complete their education at college or university.

In many States civic organizations, boards of commissioners, boards of education, banks, and public-spirited citizens generously provided funds for from 2 to 15 girls from a county to attend the State short course. Railroads gave trips to the State fair as prizes for club girls who obtained the best results in each of the activities included in their year's program of work.

When State short courses were first begun resident women physicians and trained nurses in many States offered women and girls in attendance free physical examinations. During 1923 at one State short course 265 girls and women were examined and reports sent to parents and county home demonstration agents who kept in touch with those needing to have defects corrected. Thus thousands of women and girls have been informed and advised regarding correction of physical disabilities.

CAMPS

Camps give educational advantages, furnish wholesome recreation, and develop initiative and self-reliance. Camp attendance was usually restricted to club members whose work was creditable. In many instances permanent camps for farm boys and girls have been established by the extension forces, usually through the generosity of business men's and business women's clubs, although in one State a permanent camp was provided for by an act of the State legislature.

Farm women's camps have also become very popular in many States. At such camps extension workers give women special training in home-making and community activities. The women also receive considerable information bearing on their problems by exchanging ideas and experiences with women from different localities having similar problems and interests.

Farm women usually attend these camps as delegates from various rural clubs, where they have conducted demonstrations and have taken an active part as local workers in furthering home demonstration activities in their communities. The activities of such camps usually include demonstrations in nutrition, clothing, home management, and health by extension workers assisted by representatives of cooperating agencies, and talks on home furnishing and landscape gardening. In a few States an interesting feature was the dress

contest. (Fig. 16.) Club dresses previously made by the women were worn at the camp on the contest day when the workmanship, suitability, and general appearance of the garment were to be judged. Much amusement and interest were also afforded by county stunt programs which were usually put on by the delegates.

A variation of club camps is the berry camp developed several years ago, many of which were held during 1923. At the close of the berry-shipping season arrangements are made with commercial growers for groups of club girls to camp near the patches to gather and preserve the rest of the crop in high-grade standard packs. The berries are gathered during the mornings and late afternoons when it is cool and preserved under shelter during the heat of the day. Evenings are devoted to recreation and story telling.



FIG. 16.—Farm women taking part in house-dress contest at a State farm women's camp. (Photograph furnished by Tennessee Extension Service)

TOURS

Tours have become increasingly popular in many States, with the result that several types of tours are in use. They usually consist of automobile trips to a series of field meetings on farms and in homes where visitors can see and study successful demonstrations and hear the story from the people who do the work. During the first years of home demonstration work, agents frequently took interested members of the federation of women's clubs, chambers of commerce, business men's clubs, and bankers on their annual round of visits to farm homes, to the county contest, or to community fairs. This naturally caused others to desire to make similar observations where the demonstrations had attracted much attention and interest and so automobile tours resulted. Home demonstration agents, knowing the location where demonstrations with the greatest teaching power had been conducted, planned the tours with assistance of county home demonstration councils and other county committees. Both the specialist and the agents contributed some incidental instruction.

Reports show that successful results have been obtained through community, county, State, interstate, national, and even international trips and tours. They may take the form of commodity tours, during which the entire attention is focused upon one special productive activity which the home demonstration agent is emphasizing, or of general tours during which several phases of the demonstration work are shown. In either case visitors have opportunity to see many excellent farm and home enterprises and activities outside of the home demonstration program.

An effective local tour has been the kitchen tour, during which a small number of women visit a few homes to make an intensive study of the kitchen furnishings, improvements, and equipment. It has been found that six or eight stops at demonstrations throughout the county are sufficient for one day. Some county tours have continued two or three days and in one or two States a State tour has covered an entire week. Interstate and international trips have usually been prize trips covering longer periods of time and often conducted purely for the purpose of sight-seeing. Annually a group of agents go on a European home demonstration tour for the purpose of undertaking intensive courses of instruction in different kinds of home industries.

It has been found important to include demonstrators as the nucleus of the group taking the county tour and then to invite co-operators, progressive business men and women, bankers, merchants, and editors. Visitors often come long distances, even from neighboring counties, to join these parties. The sentiment developed and the enthusiasm aroused immediately following tours has enabled many home demonstration agents to start new and interested demonstrators on good work for the following year. Newspapers have given helpful cooperation in announcing tours and in the follow-up work which is necessary after the tours have been completed.

Local tours by groups of interested people have given merited recognition to demonstrators who had been doing good work for a long time, and the results of demonstrations visited also influence, instruct, and inspire others. The psychological effect of having members of a farm family take the initiative in this type of mass instruction has been of great advantage in giving direction for the development of home demonstration work. The home demonstration, when once approved by loved ones, friends, and neighbors, has led the demonstrator on to greater development and accomplishment. Their successful results and satisfaction obtained through the demonstrations have influenced others to do better work in order to receive like commendation. County home demonstration agents have been relying more and more each year upon this principle of mass psychology rather than devoting too much time and effort to ordinary methods of teaching and giving group instruction.

Thirty-eight States reported the use of tours and trips as a means of extending the influence of the best demonstrations established in the homes and on the farms. A large number of home demonstration agents reported that such tours and trips were included as a part of their regular work. Hundreds of such tours or trips were scheduled and many hundred persons attended.

FAIRS AND EXHIBITS

All material exhibited during 1923 showed marked improvement in quality, and extension agents manifested a noticeable tendency to add life and action to what had heretofore been still exhibits. At fairs, demonstrations were scheduled in different booths for certain hours each day. Often such demonstrations were made by teams of girls who had won prizes in the different contests or by farm women who had become proficient in rug making, basketry, butter making, or similar work. This plan added interest to exhibit booths and made them of far more educational value.

Home demonstration exhibits were shown at individual homes, at club and school shows, and at community, county, State, and interstate fairs for the purpose of promoting home demonstration work among women and girls. The use of exhibits brought before the public the scope, development, and plans of home demonstration activities and gained in a great many cases the necessary moral and financial support for the county home demonstration agent's work.

Fairs and exhibits afforded home demonstration agents and club members a basis for comparison of farm-home products and thus helped to maintain for both women and girls uniform 4-H standards. They also gave opportunity for friendly competition among club members and awards for meritorious work. Fairs were often the source of many ideas for State and county extension workers, which ideas were developed into new state-wide activities or which resulted in a modification of activities already included in the State programs.

Fairs and exhibits gave the exhibitors and visitors the opportunity to raise their ideals and standards by seeing how other people do things. Standards are being constantly raised by home demonstration club members, who are striving each year to excel the best of the previous year, whether it be in decorating a booth, making soap, baking bread, canning fruit, or making butter. Fairs have stimulated and encouraged the demonstrators to put into practice their home demonstration club motto, "To make the best better."

Publication of the premium list early in the year has been of great help in determining the kind of exhibits to be sent to fairs. In a majority of States it is now the State home demonstration agent's responsibility to make up the list of awards and the various classes of entries. Extension divisions in some States gave assistance in training more competent judges. Important factors in improving the type of exhibits made at fairs have been the use of standard score cards for each of the various products entered in competitive classes and the requirement that judging must be done in public. Where judging was made a public demonstration, the interest in exhibits was greater and the benefits more widespread.

Exhibits are usually made at the end of a season's or a year's program of work in a club, community, county, district, or State. Selection of the best exhibits is made at the community fair to be taken to the county fair and at the county fair to be sent to the State fair, so that usually the State fair exhibits represent the highest quality products and the best results obtained along all different lines of home demonstration efforts. During 1923, 776 home demonstration agents reported that home demonstration exhibits were made at 2,655 fairs.

Work on home demonstration exhibits at different fairs was reported in 47 States.

Community effort found expression at county fairs. For example, at one county fair 27 home demonstration clubs had separate booths, each club exhibiting 85 uniform containers of meats, vegetables, and fruits, in addition to horticultural and other farm home products. During the year 50,000 people attended community fairs at which home demonstration exhibits had been made. Such exhibits have been most effective in reaching large numbers of people who would probably not attend their district or State fairs.

A popular feature of the fair exhibit was a model room furnished with furniture from a girl's room to show the kind of work done by girls in home improvement. Such rooms attracted much attention and favorable comment.

At many fairs improved kitchen equipment was exhibited, including wheel trays, dustpans with long handles, wood boxes on rollers, bins and kitchen stools, steam-pressure canners, and attractive pantries filled with stored and canned foods from the home garden, orchard, and poultry yard. Since the greatest progress shown in most home demonstration reports was made in the improvement and beautification of the country home, the central theme carried out in several State fair exhibits was on the farm home and home grounds, the other parts of the exhibit being grouped about this center.

GENERAL PUBLICITY

Too much can not be said regarding the importance of making public the successful results obtained through the demonstrations. One of the primary purposes considered in planning rally days, short courses, camps, tours, fairs, exhibits, contests, and campaigns was to attract the public attention to the outstanding results of the most successful demonstrations. The release of information through the press on these results was also very satisfactory and helpful.

Many States reported that special effort was made by home demonstration agents to take advantage of generous offers made by the local and State press to use stories of the most successful demonstrations. News material, special notices, and timely reports were sent to the newspapers. Often news was handled by a local associated press office and was used promptly in every paper in the State to which it was released. In addition to this, reporters from local papers made regular visits to the offices of the State and district home demonstration agents and obtained short news items and intimate stories. This was in addition to the feature stories which were prepared by the extension editor for special Sunday editions and for weekly and semiweekly issues. The papers issued by the extension divisions of the State agricultural colleges were of considerable help in making public the various activities included in the home demonstration program of work for both girls and women.

State home demonstration agents' reports show that all home demonstration agents were encouraged to speak before meetings of organizations such as women's clubs and chambers of commerce. District home demonstration agents attended meetings of district federations of women's clubs, district parent-teachers' associations, chambers of commerce in a number of counties, and county federa-

tions of women's clubs. State home demonstration agents also made an effort to be present or have some assistant attend every State meeting of the various women's organizations. This policy of extending information has been very effective and far-reaching in giving publicity to home demonstration work and in obtaining substantial support for the agents.

SUMMARY AND OUTLOOK

The progress recorded in the home demonstration agents' reports during 1923 furnishes a most encouraging outlook, if these results can be taken as indications of the future development of home demonstration work. Of the total funds expended on all extension activities (\$18,484,845) during 1923, \$2,790,419.11 was spent on home demonstration work. This shows an increase of \$389,629.37 over what was spent during the previous year on this phase of extension work. The tendency through the years has been toward increased funds from both local and State sources, wherever results of the demonstrations have established the real value of the work of home demonstration agents.

Better publicity on subjects of farm-home activities has resulted from the much greater interest in work with women and girls and the finer spirit of cooperation with the agents manifested by public-spirited citizens generally and all welfare organizations, chambers of commerce, and business men's and women's clubs. This type of advertisement and general publicity given to successful results has aided greatly in increasing the number of home demonstration agents employed. In 1923, 73 more home demonstration agents were employed than in 1922. Recent results point especially to the broadening and developing of fuller plans of work; to better organizations of home demonstration clubs and of county councils for both women and girls, thus giving the people themselves a better opportunity to take an important part in obtaining results. These steps have had a tendency to clarify and more firmly establish the identity of home demonstration work.

The language used by home demonstration agents in verbal and written descriptions of results has come to reflect more the language of the people in the country, rather than that which is used in the college curriculum. A better understanding generally of the home demonstration organization has therefore resulted. Reports indicate that home demonstration work is becoming more and more significant because of general appreciation that the home is the key to the situation and is the controlling factor, as far as the activities of the entire farm and community are concerned. The most important phase of the home demonstration work reported in a majority of the States was the increased number of country homes where surroundings had been improved and beautified.

The reports show that 690,723 home demonstrations were conducted in 1923 by women and girls under the guidance of home demonstration agents. These demonstrations included the installation of conveniences, water, light, and sewage-disposal systems for the home, better kitchens, improved rooms, screened porches and rooms, remodeled houses, and even the building of homes according to plans furnished by the agents. The reports show that much of

the money spent for improvements was earned through some home enterprise, such as poultry raising, gardening and orcharding, raising of flowers or bulbs for market, beekeeping, standardization of canned and preserved fruits and vegetables, basket making, weaving and rug making, and other similar activities carried on under the direction of the home demonstration agent.

Desire on the part of the people themselves for the permanency of the organized home demonstration clubs found expression in many places through the building of clubhouses involving only small investment of cash because of the splendid spirit of cooperation shown throughout the counties. The low costs were usually



FIG. 17.—Home demonstration in the preparation and serving of both fresh and canned products from the home dairy, garden, orchard, and poultry yard. The continued focusing of the interest of all members of the farm family in the home is regarded as promising greater future unity and harmony in extension activities

due to donations of land, lumber, materials, and labor by men and women in the communities. Fifteen community clubhouses were reported built in one county, and many counties reported building a county home demonstration clubhouse.

More than 10,000 adult demonstrations were conducted in planting fruit trees, grapevines, and bush fruits, 57,577 home gardens were reported improved by women and girls enrolled in home demonstration work, and 235,594 homes used improved methods in canning and preserving foods for winter use and for market.

Through the ingenuity and resourcefulness of farm women, assisted by the agents, many attractive packs were developed from recipes originated especially for use of club members. (Fig. 17.)

Some of these were vegetable macedoines, soup mixtures, Dixie relish, Brunswick stew, Dixie burgoo, fruit paste, and fruit juices. Several hundred thousand dollars' worth of surplus home garden and orchard products were marketed by the women and girls during 1923.

Summarizing the results obtained through demonstrations in home dairying, the majority of State reports show increased production and use of clean milk in the homes and in school lunches and an improvement in the quality of farm butter and cottage and other cheeses for home use and for market.

Women and juniors conducted 73,760 poultry demonstrations under the guidance of home demonstration agents. The value of all poultry products sold through club markets, egg circles, poultry associations, turkey pools, broiler shipments, and carload shipments is estimated to be nearly a million dollars. Poultry raising was the most remunerative activity of the home demonstration work carried on in a majority of the States. The packing of culls into high-grade canned poultry specialties has resulted in home canning, curing, and smoking of other home-grown meat products. Many thousand pounds of pork, beef, and veal products were reported canned for home use and for market. Meat canning has been a popular and profitable phase of food-preservation work.

Interest manifested by women and girls in different phases of textiles and handicraft work resulted in marked accomplishment. Agents reported that 151,931 homes used better methods in clothing construction, and in 63,841 homes better millinery was made and remodeled. A large part of the textile work reported was the result of demonstrations in improving and furnishing the home. Excellent results in these newer phases of textile work led in many places to the standardization and marketing of some of the high-grade home-made articles. Even county-wide commodity organizations, similar to those cooperatives operated for handling other products produced on the farm, were begun in some States known as county home-craft associations and county weavers' associations. Groups of women through their experience have acquired skill and perfection in workmanship in manufacturing high-grade rag rugs, baskets, and other articles, and there was a steady demand for all that could be supplied.

Other unique home industries involving the more profitable utilization of farm-home resources have been developed by individual demonstrators. Typical of these is the utilization of skins, hides, and pelts from animals butchered on the farm for making fine leather articles, such as bags and purses, gloves and hats, and trimmings for suits and dresses.

Feathers from the farm flock have been used in making attractive fans, ornaments, and trimmings. Native products from the woods, such as honeysuckle vines, buck bush, white-oak splits, and pine needles have been made into practical articles for home use and for sale. Farm women and girls in one State reported selling \$12,000 worth of baskets made of wild honeysuckle and pine needles during the year 1923.

The results from club markets have been a most significant development in organized marketing. The club market is a more recent and advanced development than the ordinary curb market. The plans upon which these markets were operated proved an important con-

tribution to the big cooperative movement. The sales from a single county-club market for 1923 amounted to more than \$20,300, or an increase of \$5,315 over sales for 1922. Large quantities of farm-home products have also been marketed through special farm county commodity associations. For example, poultry has been shipped in car-load lots through the county poultry association.

Better methods in beekeeping, resulting in larger crops of honey, have been reported on thousands of farms where demonstrators have undertaken this phase of the work.

Health has been closely related to and considered a definite part of almost every activity included in the home demonstration plan of work. Most of the results in health work reported by home demonstration agents were obtained through activities with production, conservation, and utilization of foods. Through the use of campaigns, such as fly campaigns, clean-up campaigns, rat campaigns, and campaigns against ants, considerable progress was made in general health and sanitation.

Every State reported the use of some of the following methods for extending and advertising to the masses results of the most successful demonstrations: Rallies, contests, short courses, camps, tours, fairs, and exhibits.

The reports from home demonstration agents bear witness to the wisdom of the philosophy of the founder of home demonstration work, Seaman A. Knapp. Doctor Knapp said in 1906:

But to-day I am not viewing this campaign for increased production in the country from a national standpoint. I am thinking of the people, of rose-covered cottages in the country, of the strong, glad father and his contented, cheerful wife, of the whistling boy and the dancing girl, with schoolbooks under their arms, so that knowledge may soak into them as they go. I am thinking of the orchards and the vineyards, of the flocks and herds, of the waving woodlands, of the hills carpeted with luxuriant verdure, of the valleys inviting to the golden harvest. What can bring these transformations to the South—greater earning capacity of the people.

The success of the home demonstrations on which the men and the women agents have combined their efforts has led to more frequent joint conferences at State headquarters. Focusing the interest of all members of the farm family on the home has made for greater unity and harmony in all extension work.

It has been found in extension experience that the architecture of a house, the use of color, the kind and arrangement of furniture, the choice and hanging of pictures, all affect the degree of comfort, satisfaction, and contentment that each member of the family finds in the home. The same tastes and care that in recent years have developed in the selection and the placing of furnishings inside the house, the arrangement of the kitchens, the improvement of the living rooms and the beautification of the girls' bedrooms have been turned with equal success to the improvement, planting, and furnishing of the home grounds with grasses, shrubbery, trees, and flowers.

Attention has been directed to planting the prettiest flowers and shrubs where they could be seen from the rooms in which most of the work in the farm home was done. The use of shaded places on the lawn as out-of-door rooms where friends were entertained has become popular in many farming communities. Judging from the wide present interest in extension effort toward such improvement of surroundings, it seems assured that the keynote of home demon-

stration development is well expressed in the thought "Loveliness does more than destroy ugliness; it destroys matter. A mere touch of it in the room, on the lawn, even on a door knocker, is a spiritual force." The results show that many thousands have been convinced by well-established object lessons that the hours spent in more beautiful surroundings and happier environments have helped to elevate the mind and spirit, making possible through its spiritual force a great development for the whole Nation. Nor was this attitude confined to extension workers alone. In some sections of the country, churches set aside one Sunday of the year known as "the rural home Sunday." Editors wrote editorials on the home as the fundamental unit of civilization. Governors issued proclamations for live-at-home campaigns. Civic and welfare workers and business organiza-

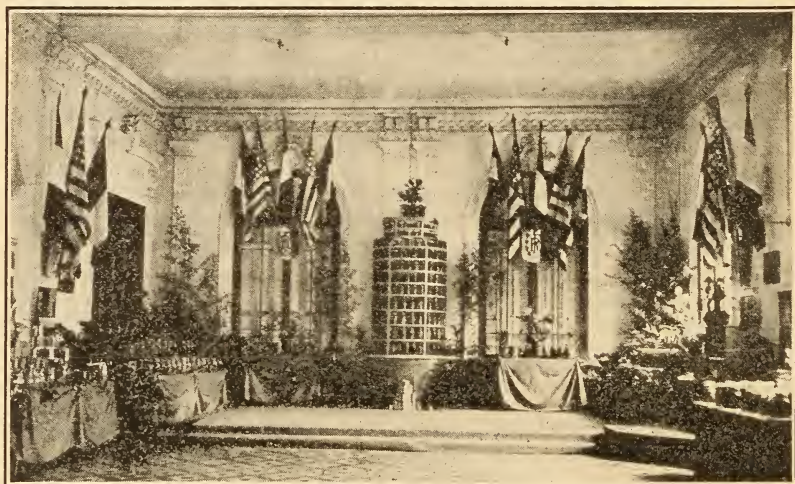


Fig. 18.—Home demonstration exhibit in southern France, resulting from the influence of American home demonstration agents cooperating with the American Committee for Devastated France under the auspices of the French Minister of Agriculture

tions generally cooperated in various ways with extension forces to give greater opportunity for the improvement of the country home.

The American extension system of education as applied to the home has become a pattern for many countries of the world, and each year an increasing number of representatives of foreign countries have been coming to the United States to study extension methods and learn of the results obtained, in order that they might transplant the influence to the homes of their own lands. Assistance has also been given in foreign countries by United States Department of Agriculture representatives in establishing organizations for conducting home demonstration work. (Fig. 18.)

Public sentiment and thought are being directed more and more toward the improvement of conditions in the farm home. With such support, the home demonstration agents seem destined to be an important and recognized force in the future development of American civilization.

STATISTICS

TABLE 4.—*Statistical results of home demonstration work, 1923, as reported by home demonstration agents*

| Line of work | Agents reporting | Number |
|---|------------------|-----------|
| Communities in organized counties..... | 919 | 24,380 |
| Adult demonstrations..... | | 438,069 |
| Junior demonstrations..... | | 254,006 |
| Farms or homes influenced to improve methods used in farming and home making..... | | 1,546,256 |
| Communities with extension program..... | 772 | 13,377 |
| Voluntary local workers or leaders: | | |
| Adult..... | 835 | 36,066 |
| Junior..... | 627 | 13,971 |
| Membership in county extension organization adult clubs..... | 788 | 268,909 |
| Junior clubs..... | 768 | 10,350 |
| Enrollment: | | |
| Boys..... | 200 | 8,518 |
| Girls..... | 781 | 154,208 |
| Completions: | | |
| Boys..... | 146 | 4,265 |
| Girls..... | 666 | 78,557 |
| Farm visits made..... | 180 | 38,481 |
| Different farms visited..... | 176 | 18,053 |
| Home visits made..... | 906 | 234,372 |
| Different homes visited..... | 880 | 120,623 |
| Office calls..... | 907 | 550,137 |
| Per cent of agents' time spent in field..... | 919 | 69 |
| Per cent of agents' time spent in office..... | 919 | 31 |
| Individual letters written..... | 917 | 655,185 |
| Meetings held at place of demonstrations..... | 820 | 123,614 |
| Attendance at demonstration meetings..... | 799 | 2,376,721 |
| Number of all meetings..... | 820 | 161,348 |
| Attendance..... | 799 | 4,399,750 |
| Household management and home furnishing: | | |
| Adult demonstrations..... | 283 | 26,441 |
| Junior demonstrations..... | 215 | 14,925 |
| Homes rearranging kitchens..... | 1,338 | 16,094 |
| Homes installing new equipment..... | 699 | 18,611 |
| Homes refinishing furniture..... | 120 | 4,057 |
| Homes redecorating or refinishing rooms..... | 119 | 2,915 |
| Different homes influenced to improve living conditions..... | 783 | 78,774 |
| Rural engineering: | | |
| Adult demonstrations..... | 88 | 1,684 |
| Dwellings constructed according to plans..... | 83 | 309 |
| Dwellings remodeled according to plans..... | 131 | 895 |
| Sewage-disposal systems installed..... | 101 | 536 |
| Water systems installed..... | 196 | 1,007 |
| Heating systems installed..... | 59 | 267 |
| Lighting systems installed..... | 167 | 1,219 |
| Beautifying home grounds: | | |
| Adult demonstrations..... | 252 | 18,291 |
| Junior demonstrations..... | 214 | 15,353 |
| Home gardening: | | |
| Adult demonstrations..... | 319 | 32,492 |
| Junior demonstrations..... | 317 | 18,091 |
| Homes spraying or dusting for diseases and insects..... | 216 | 14,111 |
| Market gardening: | | |
| Adult demonstrations..... | 188 | 10,545 |
| Junior demonstrations..... | 197 | 9,474 |
| Farms influenced to spray or dust for diseases and insects..... | 116 | 4,398 |
| Tree fruits: | | |
| Adult demonstrations..... | 156 | 4,510 |
| Junior demonstrations..... | 112 | 2,378 |
| Farms spraying or dusting for diseases and insects..... | 122 | 3,899 |
| Bush and small fruits: | | |
| Adult demonstrations..... | 140 | 3,221 |
| Junior demonstrations..... | 98 | 1,716 |
| Farms spraying or dusting for diseases and insects..... | 72 | 1,746 |
| Grapes: | | |
| Adult demonstrations..... | 121 | 2,322 |
| Junior demonstrations..... | 100 | 1,315 |
| Farms influenced to spray or dust for diseases and insects..... | 56 | 954 |

¹ "Homes rearranging kitchens" includes number of adult demonstrations in kitchen arrangement reported by home demonstration agents in the 13 Southern States, and number of kitchens rearranged reported by agents in the other 35 States. This question differed in the report forms used by the two groups of States.

TABLE 4.—*Statistical results of home demonstration work, 1923, as reported by home demonstration agents—Continued*

| Line of work | Agents reporting | Number |
|---|------------------|-------------|
| Food preservation: | | |
| Adult demonstrations..... | 498 | 61, 049 |
| Junior demonstrations..... | 509 | 38, 864 |
| Quarts of food products canned..... | 598 | 8, 791, 974 |
| Pounds of food products dried..... | 345 | 1, 302, 845 |
| Quarts of food products brined and cured..... | 251 | 5, 337, 911 |
| Quarts of food products otherwise preserved..... | 569 | 2, 932, 001 |
| Dairying: | | |
| Adult demonstrations..... | 219 | 13, 206 |
| Junior demonstrations..... | 104 | 2, 215 |
| Poultry: | | |
| Adult demonstrations..... | 371 | 48, 779 |
| Junior demonstrations..... | 374 | 24, 981 |
| Farms culling flocks..... | 508 | 37, 360 |
| Clothing selection: | | |
| Adult demonstrations..... | 169 | 8, 427 |
| Junior demonstrations..... | 163 | 9, 862 |
| Clothing construction: | | |
| Adult demonstrations..... | 502 | 38, 167 |
| Junior demonstrations..... | 554 | 40, 433 |
| Clothing renovation: | | |
| Adult demonstrations..... | 220 | 7, 011 |
| Junior demonstrations..... | 154 | 4, 215 |
| Millinery: | | |
| Adult demonstrations..... | 388 | 18, 633 |
| Junior demonstrations..... | 244 | 6, 415 |
| Other clothing work: | | |
| Adult demonstrations..... | 100 | 3, 588 |
| Junior demonstrations..... | 90 | 4, 589 |
| Marketing: | | |
| Associations assisted in organizing or cooperated with..... | 127 | 234 |
| Value of sales..... dollars..... | 115 | 1, 067, 267 |
| Profits in connection with such sales..... do..... | 79 | 394, 857 |
| Farms and homes assisted with marketing problems..... | 117 | 11, 703 |
| Home health and sanitation: | | |
| Demonstrations (adult and junior)..... | 245 | 15, 044 |
| Food selection: | | |
| Adult demonstrations..... | 573 | 54, 389 |
| Homes using more fruit in diet..... | 645 | 109, 160 |
| Homes using more green vegetables in diet..... | 676 | 134, 755 |
| Homes using more milk and other dairy products in diet..... | 646 | 131, 066 |
| Homes using more unrefined cereal products in diet..... | 455 | 47, 365 |
| Meal preparation: | | |
| Adult demonstrations..... | 307 | 14, 150 |
| Junior demonstrations..... | 326 | 14, 084 |
| Bread making: | | |
| Adult demonstrations..... | 346 | 15, 734 |
| Junior demonstrations..... | 449 | 20, 216 |
| School lunches: | | |
| Adult demonstrations..... | 246 | 8, 139 |
| Junior demonstrations..... | 211 | 10, 114 |
| Other food preparation: | | |
| Adult demonstrations..... | 106 | 3, 874 |
| Junior demonstrations..... | 113 | 5, 044 |
| Child feeding and care: | | |
| Demonstrations (adult and junior)..... | 306 | 12, 992 |
| Beekeeping: | | |
| Adult demonstrations..... | 33 | 339 |
| Junior demonstrations..... | 14 | 106 |